

CREATIVE ADVERTISING

Presented to you by:

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PREFACE

This paper showcases our research for Lipton Ice Tea (LIT). Our aim is to research how to grow their bond with Generation Z (Gen Z) and determine how Merchandise can be utilized to enhance it and in what way. Our ultimate goal is to increase Top of mind awareness (TOMA) of LIT among Gen Z and get them into the Top 5 most talked about soft drinks brands. To achieve this, we conducted extensive research into both the internal and external aspects of the company. We then dove into our target audience, Gen Z, using a questionnaire and focus groups. Our analysis helped us identify the best way to market LIT to this target audience.

We would like to express our gratitude to Lipton and Edcom for bringing students this unique opportunity to participate in the Ad Venture contest. We would also like to thank our teachers for guiding us throughout the process, as well as everyone who participated in our questionnaire and focus groups.

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A close-up photograph of a bowl filled with several orange-colored popsicles, fresh orange slices, and crushed ice cubes. The scene is brightly lit, creating a fresh and refreshing atmosphere. A large, white, sans-serif number '01' is superimposed over the center of the image, partially obscuring the popsicles and ice.

01

MARCOM BRIEF

At the beginning of this project, we created a Marcom Brief that outlines the current situation and our goals for the project's completion. This document details how we plan to achieve our objectives, as well as the deliverables we expect, and the budget allocated for the campaign.

Marcom Brief



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LIPTON (COMPANY OVERVIEW)	Lipton, renowned for its Ready to Drink Tea (RTDT), is a globally recognized brand and holds a prominent position as the ninth most talked-about non-alcoholic beverage brand. Despite its strong heritage and popularity, particularly in the RTDT sector, Lipton is encountering challenges in a dynamic and competitive market. The brand is striving to revitalize its appeal, especially among the Gen Z demographic in Europe, where it has seen a dip in market share and brand distinctiveness. Lipton Ice Tea is an answer to our busy, non-stop lives, giving us a happier and more relaxed way to enjoy our days. For 60 years, its fun, sunny feeling and great mix of tea and fruit have made people feel good and ready to have fun. It's like a burst of sunshine that brings a bit of holiday joy and helps everyone relax and enjoy their time.
PROJECT PURPOSE (WHY?)	Currently, Lipton is spearheading the "Lipton Ice Tea Swag" project, targeting European Gen Z consumers. This initiative aims to rebrand Lipton Ice Tea as a trendy and desirable choice, leveraging fashion and pop culture to resonate with this younger audience. The project's goals include breaking into the top 5 most talked-about non-alcoholic beverage brands and creating a unique style that aligns with Gen Z's values and lifestyle. Lipton desires to become one of the top 5 most talked about non-alcoholic beverage brands in the world, which requires them to get at least 4 ranks up. In the context of this project, Lipton wants their customers to be "blown away" by their merchandise and especially Gen Z to identify with their unique, positive and trendy brand. Furthermore, Lipton desires to make their merchandise such a success, that they need a waiting list for the next limited edition of their merchandise. Therefore the purpose of this project with Lipton Ice Tea is to drive talkability and desirability among Generation Z in order to become part of their lifestyle and get them to associate Lipton Ice Tea with coolness, uniqueness, carefreeness and overall a good (summer-)time.

STRATEGY/GOALS	To achieve our project purpose we need to have a good sense of some aspects that are key to develop the campaign. For instance, it's crucial to do research in order to understand how the Gen-Z behaves and why they perceive something as cool and desirable to be part of their lifestyle. Nonetheless, we furthermore need to investigate what makes a merchandising campaign successful. By doing this, we expect to be able to draw a good strategy to launch a Lipton Ice Tea merchandising campaign capable of meet our common goal such as become part of Gen-Z everyday life.
TARGET AUDIENCE	The audience that the brand wants to reach consists in Gen-Z people living in The Netherlands, France, Belgium, Portugal, UK and Germany, who have an optimistic personality, but also have critical thinking. When it comes to their drink choice they tend to go for Coke as their usual, but have Lipton Ice Tea in their top 3 of mind. The target values authenticity and uniqueness and likes to express themselves through clothing with which they can feel identified.
TIMELINE	We are going to work on the project from 20.11.2023 till 30.01.2023 at Fontys University of Applied Sciences. From the launch in the summer the Lipton Ice Tea Limited Edition Merchandise should sell out within 2 weeks.
DELIVERABLES	Strategy: • Create a strategy and overall approach for a collaboration with emergent and relevant brands/designers/celebrities appealing to Generation Z. Creative Response: • Elaborate a creative approach to make the target perceive Lipton Ice Tea as a cool and desirable lifestyle brand. Execution Plan: • Make an execution plan regarding what brands and designers we want to collaborate with. Amplification Plan: • Consider how Lipton Ice Tea can bring attention to their new program in an unexpected way.
PRECONDITIONS	Focus: only on Lipton Ice Tea and not Lipton in general Distinctive Brand Assets (DBAs): include logo, highlight font, yellow circle, mnemonic Season: Summer themed because the project will be executed during this period Budget: EUR 500.000,00 Location: Gen-Z people living in The Netherlands, France, Belgium, Portugal, UK and Germany

A glass of iced tea with a lemon slice on top, surrounded by lemons and greenery on a floral tablecloth.

02

360 SCAN

In this second chapter, we conducted a 360 Scan that included internal and external factors. The internal analysis includes an assessment of the organization and brand, while the external analysis involves examining the surrounding area and competitors using Porter's Five Forces framework. Additionally, we added some more desk research to be able to give the best advice. By doing this, we aim to have a better understanding of the company and, therefore, a good response to its problem.

2.1 Internal

For our internal analysis, we examined the core values and structure of the company. Our goal was to gain a thorough understanding of the company, so that we can effectively tell their story through the content we create.

2.1.1 Organizational Analysis

To get a better understanding of the company and what this campaign is going to be for, there needs to be research about what Lipton Ice Tea (LIT) stands for. This can be read in this Organization Analysis, which answers the question of what kind of brand Lipton Ice Tea is.

Core Business

Lipton focuses on producing ready-to-drink tea products that provide a refreshing taste, leaving you feeling positive and ready to savor the moment (Birkinshaw, 2023).

Strategy

Lipton Ice Tea's strategy focuses on refreshing its approach towards marketing and advertising, while also introducing new drinks to the market. The brand's goal in the future is to generate more buzz and appeal around the brand itself, not just the product. By doing so, Lipton Ice Tea hopes to be seen as a cool and desirable brand by its target audience (Birkinshaw, 2023).

Mission

Lipton Ice Tea aims to provide a healthy, refreshing, and flavorful alternative to traditional soft drinks globally, through high-quality, convenient, and enjoyable tea experiences (Birkinshaw, 2023).

Vision

The goal of Lipton Ice Tea is to establish itself as a leading global brand in the ready-to-drink tea market by consistently providing innovative, refreshing, and sustainable beverage options and effective marketing and communication to consumers of all ages (Birkinshaw, 2023).

Values

Fair for Everyone: Lipton Ice Tea is committed to being accessible and beneficial for everyone, including not just consumers but also the workers who pick and process the tea. This is all part of the brand's mission to brighten not only the days of its customers, but also the planet itself (Our Approach To Growing Tea | Sustainability | Lipton, n.d.). To achieve this goal, Lipton is working with the Rainforest Alliance, an organization that helps ensure fair treatment for workers and promotes sustainable lifestyles and biodiversity conservation (The Good That A Cup Of Lipton® Tea Can Do | Lipton, n.d.). Moving forward, Lipton

is also striving to make its packaging completely circular, which will reduce the need for new plastics and minimize the brand's environmental impact (Lipton Ice Tea (Unilever), n.d.).

Responsible Refreshments: Lipton is a brand that prioritizes the quality of their products and caters to customers who are conscious about what they consume. They firmly believe in providing safe and sustainably sourced tea, without compromising on taste and quality (Our Approach To Growing Tea | Sustainability | Lipton, n.d.). Their "Better for you" proposition is based on the idea of offering healthier drink options compared to regular soft drinks. By using naturally sourced tea, they ensure that their beverages are not only safe but also promote good health. This makes Lipton a great choice for those who want to enjoy a drink without any health concerns (Birkinshaw, 2023).

An Innovative Ray of Sunshine: They aim to encourage people to live more in the present moment and appreciate the little things in life. They want to demonstrate that life can be enjoyable, and it is not necessary to be serious all the time. This is further reflected in their archetype, which will be discussed in more detail in the next paragraph. Moreover, LIT strives to be innovative and entertaining in their marketing approach. They want to differentiate themselves from their competitors by exploring new ways to establish a community around LIT, rather than just promoting it as another beverage. This is evident in their current project, where they aim to become a part of the Gen Z culture instead of solely targeting them (Birkinshaw, 2023).

Identity

The Jester archetype is known for bringing joy, laughter, and a sense of playfulness. In the context of LIT, this archetype embodies the spirit of fun, excitement, and a carefree attitude. The Jester engages with the audience through humor, surprises, and unconventional approaches, creating memorable experiences that resonate with the brand (Birkinshaw, 2023). The Jester desires to have a great time and lighten up the world by having fun. To achieve this, it needs to live in the moment and enjoy it. By using this position, it gives the customer a feeling of belonging, which is what LIT wants to accomplish with their marketing strategy for targeting Gen Z by creating a community around LIT (Davies, 2018).

The motto of the Jester is to be the ray of sunshine in everyone's day. People who identify with such brands desire to have fun, happiness, enjoyment, and positivity (Jester Brand Archetype [Strategy + Examples], 2020).

Image

Based on personal communication (2023) with individuals in the target audience, it has been observed that people generally hold a positive view of the Lipton brand. They appreciate the taste but sometimes find it to be a little expensive compared to cheaper store-owned brands that offer similar alternatives. Therefore, there is scope for improvement in terms of differentiating ourselves from competitors, even though the overall image of the brand is good.

2.1.2 Brand Analysis

Through a brand analysis, we gained a more specific image of the brand identity, which furthermore shows how Lipton Ice Tea is currently connecting with Gen Z.

Assortment

On the brand website all the products that belong to Lipton can be found, but as we are going to work with their Ice Tea branch, these are some of the drinks that form part of the assortment:

- Lipton salted Caramel latte Powdered Mix Tea Bags
- Green Diet Iced Tea
- Iced Black Teas
- Black Iced Tea Peach/Lemon

Within their products, there are different ways to consume Iced Tea, for instance they sell it in a powder format, tea bags, plastic bottles or cans, and different sizes (Welcome to Lipton® Tea | Hot and Iced Tea | Lipton, s. f.).

Target Group

Lipton Ice Tea describes the target group as "Naturally optimistic mostly Gen-Z people who seek out joys in little things. They are defined by their light-hearted personality and playful carefree approach to life" (Birkinshaw, 2023).

When it comes to the communication that they have with the target group, Gen Z, it is important to look at how they are interacting with them now and through which channels Lipton Iced Tea is reaching them out.

Regarding their advertising, Gen Z are the main characters that appear in them. For instance, looking at one of their recent advertisements, they approach the target audience with a fresh, fun, and playful tone of voice. Moreover, they show how Lipton Ice Tea can upgrade their social moments bringing out the sunshine. However, they try to attribute themselves to those characteristics that the target group appreciates in a brand, such as inclusivity and uniqueness (Lipton Ice Tea UK, 2023).

LIT is also present on social media, mainly on TikTok and Instagram, but it is on the first one where they have more followers and interactions, and therefore, more possibilities to reach Gen Z. The content that they post on both pages is similar. They usually use social media popular trends and sounds adapting them to their product, so they have more possibilities to be recommended on the app.

When it comes to the interaction in the social



media profiles, they don't get a lot of comments or reactions from the audience on Instagram, despite this, the brand is active replying to their comments in a friendly and informal tone that helps them with building a closer relationship with their followers. It happens the same in their TikTok profile (TikTok - Make your day, s. f.-b).

Pricing Ragen

Their prices can vary depending on the product and their size but focusing on the Ice Tea 500 ml bottles and 330ml cans, which are the most popular products, the average price for the first one is EUR 2.00, while for the second one the price is EUR 1.00.

Selling Points

Lipton Ice Tea can be found in every supermarket, restaurant and vending machines. Also, it can be sold online on webpages like Amazon or Bolt.

Communication Channels

The brand communicates through different channels to stay connected with their target audience, this includes social media profiles on Facebook, Instagram, TikTok, Twitter and LinkedIn, and obviously the Lipton's official website.

They mainly interact with the audience through social media, where they post few times every week. Looking through their profiles the feed doesn't show they personality or the attributes they want to be associated with. Also, their representative sign (the yellow circle) is not present at all.



Brand Prism Model

Picture of

Physique

Lipton Ice Tea chose the color yellow to show their personality since it is linked to adjectives like fun, hedonistic, lively, engaging, loud and youthful, which is what they want to attribute to themselves (Birkinshaw, 2023).

The sign that identifies LIT is the yellow circle that represents the sun, which is involved in their message by repeating it in all their communications "bring the sun out". In addition to the yellow circle, they also play with the shadows and textures in their images. Apart from yellow, they also use red and blue, which can be seen in their packaging and advertisements. They choose live and vibrant colors to showcase their personality (Birkinshaw, 2023).

The Logo represents all that has been said before, it includes the popular yellow circle and has the brand name in the middle written in a white color and enhanced by a red label behind it.

Relationship

Despite Lipton is the number 2 or 3 brand of all soft drinks when it comes to brand power score among Gen Z, they don't get the kind of relationship they desire.

The ideal situation for Lipton Ice Tea would be to get Gen Zs willing to be related to them, becoming part of their lifestyle and popular culture that they are willing to show their belonging to the community through their fashion (Birkinshaw, 2023).

Reflection

Ideally, the customers of the brand perceive Lipton Ice Tea as a cool and desirable brand to be affiliated with. Gen Z will talk about Lipton so they become one of the top 5 most talked about non-alcoholic beverage brands in the world (Birkinshaw, 2023).

Regarding the merchandising, sunrisers will be blown away by it and with the feeling that Lipton Ice Tea is unique, trendy and desirable (Birkinshaw, 2023).

Picture of

Personality

As stated by Lipton Ice Tea itself, "LIT is the light-hearted 'ray of sunshine' who playfully brightens any moment" (Birkinshaw, 2023). The brand shows itself as optimistic, and light-hearted with a cheeky sense of humor brand.

The associations that people make to the brand go in the same direction as a carefree summertime vibe, sunshine, outside chilled relaxation taste and refreshment is how the public sees LIT.



Culture

They stand for sustainability in the production of the tea, that's why Lipton tea is grown using natural rain, wind, and sunshine because they believe that they must contribute to ensure a happy future for tea farmers, their families, and the planet (Welcome to Lipton® Tea | Hot and Iced Tea | Lipton, s. f.). Lipton Ice Tea sees itself as a more positive way to approach the necessity of caffeine and sugar to keep going on a hectic routine. They don't promote their products as a source of energy but as a moment to distress and enjoy the moment.

Internalization

Self-Image

The brand sees itself as a ray of sunshine to the target audience that brings a positive approach to life. Despite this, their concern is not driving enough talkability among the target group and not being actively part of the pop culture as a cool and desirable product for the Gen Z (Birkinshaw, 2023).

2.2 External

To carry out an external analysis of Lipton Ice Tea, we took into account those factors from the surroundings of the company that can affect its activity, such as its main competitors and strategies they follow in terms of reaching Gen Z and merchandising, and which trends are important to consider for this project.

2.2.1 Competitor Analysis

To have a good understanding of who the competitors of Lipton Ice Tea are, we will have a look into how they communicate with the target group (Gen Z) including advertisements and social media and what their activity regarding merchandising has been.



Coca Cola is the leader when it comes to the top of mind of soft drinks and one of the most successful cases when it comes to connecting with Gen Z and becoming part of their lifestyle.

Interaction with Gen Z

Advertising: Taking a look at the latest advertising campaign of Coca Cola, "Masterpiece" (2023), Gen Z is the main character of the story. It displays a group of students at an art museum that are sketching select paintings on display. Apparently, there is one of those students that feels unmotivated and uninspired during the task, when a bottle of Coca Cola gets to him to bring him a hit of refreshment. It goes without saying that people from Gen Z can relate to the main character of the video, since the ad represents a situation where most of Gen Z could feel represented and would have needed that hit of refreshment to take a break.

Coca Cola also includes music in a lot of their actions to interact with Gen Z, one of their recent campaigns involved the physical manifestation of the well-known "Coke Studio", they introduced the brand in summer festivals in a playful way where people could create their own music while playing and having fun (Set creative, s. f.).

Social Media: Looking through the most recent activity on their Instagram account, where they

have 3 million followers, a connect with the target group can be noticed. Considering that mainly Generation Z appears in the pictures representing diversity and inclusivity, which are key aspects that Gen Z values in a brand. Additionally, the use of influencers and celebrities in their feed is relevant, for instance, Jonas Brothers advertising their new launch Y3000, which results in a new Coke flavor created with the help of artificial intelligence (AI) with an optimistic approach to the future (Monllos, 2023), or Sam Smith, Jessie Reyez and Cat Burns performing at the Coke studio.

Merchandise

Regarding the merchandise of Coca Cola, they produce all kinds of branded products that showcase their personality and brand image and have become part of the pop culture among the younger audience. Pieces such as T-shirts, sweatshirts, hoodies, loungewear, accessories, and collaborations can be found among their products in their store (Coca-Cola Creations | Coca-Cola Store, s. f.).

They have collaborated with iconic brands that gave them some relevance such as Diesel, BooHoo, Free People, and Stradivarius. All of them are well known and appreciated by Gen Z (Birkinshaw, 2023).



Pepsi is the main competitor together with Coca Cola, and therefore one of the most talked about soft drinks.

Interaction with Gen Z

Advertising: The use of celebrities and influencers can be found frequently among their commercials, one example of this is "The sound of Pepsi" (Pepsi Global, 2023) where Leo Messi, who is a very famous celebrity among Gen Z, feels attracted to the sound of a Pepsi can being opened. Additionally, there is another commercial that reflects Gen Z lifestyle named "All the best moments are better with Pepsi" (Pepsi, 2023) where daily situations in which a can of Pepsi feels the great complement to drink in those situations involving fun and entertainment within a diverse group of youngsters, can be seen.

If you enter their website, the first thing you can see is an ad of their actual partnership with EA sports, something that the target group feels enthusiastic about.

Social Media: Focused on their Instagram account, where they have 1.9 million followers, their predominant colors can be noticed in their feed with black, blue, red and white. Regarding the content, they use the figure of important celebrities for the target group as Shaquille O'Neal to create their content. Furthermore, a tight relationship with the NFL can be noticed.

Merchandise

Their assortment of merchandise is basically composed of clothes, above all printed T-shirts where the corporative colors are the main character together with a retro style, which is now trendy among youngsters (Shop the birth-place of Pepsi, s. f.).



Red Bull is one of the most popular energetic beverages, as well as part of the top 5 most talked about non-alcoholic drinks.

Interaction with Gen Z

Advertising: What Red Bull makes to connect and communicate with the target group is crucial when it comes to construct their brand image. One of their most recognized actions is them sponsoring different extreme sports events, where they get to associate the brand with adjectives like adrenaline and adventure (Siddiqui, 2023).

Social Media: Their activity on social media is one of the most remarkable ways in which they connect with Gen Z since Red Bull is well known for its great ability of creating social media content that goes viral on TikTok and Instagram. This is how they get to drive talkability and, therefore, user-generated content on social media (Siddiqui, 2023).

In addition, they usually partnerships with influencers and celebrities that bring a sense of trustworthiness with their target group (TikTok - Make your day, s. f.)

Merchandise

Regarding their branded products, they are coherent with the activities they are associated with and, therefore, their merchandise is all about clothing and accessories related to extreme and adventure sports (Red Bull Racing Merchandise Shop | redbullshop.com, s. f.).

AriZona

AriZona is another Ice Tea brand, however, what makes it different is the unique design that makes the brand stand out from other competitors.

Interaction with Gen Z

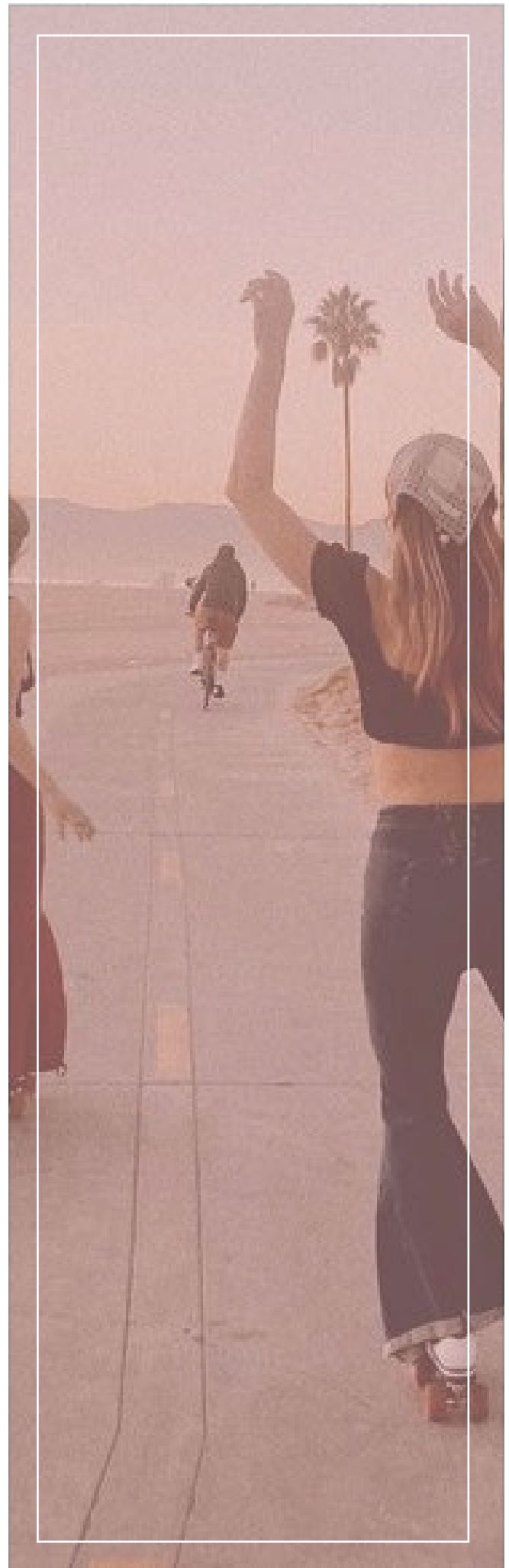
Advertising: One of their latest campaign named “Thirsty Thirsty” (Thirsty thirty, s. f.) to celebrate their 30-year birthday was about letting people design a whole new can of tea, which is an amazing way to connect with Gen Z, since in the desk research that has been carried out, it is stated that Gen Z appreciates uniqueness in a brand and the capacity of customizing their own products.

Social Media: On social media, mainly TikTok and Instagram, they use viral audio and trends adapted to their product. That’s an efficient way to connect and reach the younger audience since they are mostly present on social media and the recommended content, they get in their profiles is related to those kinds of videos that become popular and part of the culture of Gen Z.

Merchandise

Their merchandise is also something that they promote a lot through social media creating content around it, such as unboxings or hauls, which are popular on social media and get noticed by the target audience. In addition, they got a considerable amount of user-generated-content involving their merch.

Their merchandise is very characteristic of their unique and recognizable style that follows the same pattern as the packaging of the bottles and cans. The line of merchandise goes from clothing pieces such as graphic tees or caps, to snowboards and roller-skates (AriZona, s. f.). Furthermore, they have collaborated on clothing collections with important clothing brands such as Adidas (Birkinshaw, 2023).



2.2.2 Trend Analysis

To gain a better understanding of the people within Generation Z and therefore achieve the best results with the Lipton Ice Tea campaign, we analyzed current trends within this generation. Specifically, this analysis focuses on trends within social media, sustainability, clothing, and the most successful advertisements within the target audience. Furthermore, it should answer the question of which trends this campaign could use to its advantage.

Social Media Trends within Gen Z

Preferred Platforms: YouTube is the most-used platform among Gen Z, with 88 % spending their time on the platform. Instagram follows with 76 %, then TikTok (68 %) and Snapchat (67 %). However, platforms like Facebook and Twitter see less usage among this demographic (Brito, 2024).

Content Preferences: Gen Z enjoys content that is fun and entertaining, with a notable preference for brand content that aligns with these characteristics. They are particularly engaged with short-form video content, which aligns with the popularity of platforms like TikTok and Instagram Reels (Brito, 2024).

Engagement with Brands: This generation is more receptive to social media ads compared to other adult generations, and they actively engage with brands on platforms like TikTok. Influencer recommendations are influential in their purchasing decisions, especially in categories like makeup and skincare (Brito, 2024).

Digital Consumption: On average, Gen Z spends about 2 hours and 53 minutes on social media each day. They also stream music for nearly 2 hours daily. Their engagement with digital content extends beyond just social media, as they also spend significant time on gaming and watching YouTube (Brito, 2024).

Information and Trust: While Gen Z uses social media extensively for research and information discovery, they exhibit a cautious approach to trusting the information found on these platforms. Nevertheless, social media ranks high in terms of platform loyalty for this demographic (Brito, 2024).

Changing Usage Patterns: There has been a decline in the use of platforms like Facebook among Gen Z, reflecting a shift towards newer platforms and content formats that better align with their preferences (Brito, 2024).



Sustainability

Active in Climate Change: Gen Z cares a lot about climate change. They use social media to talk about it and want to do things that help the environment. They believe it's important to act now to make sure the planet is good for future generations (Paul, 2023).

Choosing Sustainable Products: This generation likes to buy things from brands that are good for the environment. They don't like fast fashion because it's damaging for the planet. Instead, they prefer making their own clothes or buying things that last longer (Paul, 2023).

Speaking Up for What's Right: They are a generation that stands up for what they believe in, like fairness and rights for everyone. They use social media to share these messages and reinforce their values and beliefs (Paul, 2023).



Clothing within Gen Z

Sunglasses are Important: Young people in 2023 really like sunglasses. They wear big ones, colorful ones, and even styles from the past. Sunglasses are more than just to protect from the sun; they're a cool fashion choice (Escalante, 2023).

Maximalism: This is a style where more is better. Think of bright colors, different patterns, and unique shoes. It's a fun way to dress up and show off their personality (Escalante, 2023).

Vintage: They also like old-fashioned, pretty styles. Things like cottage core with cozy, vintage vibes, and clothes with bows and frills. It's like stepping back in time with a modern twist (Escalante, 2023).





2.3 Desk Research

In this summary, we're going to read four articles that will help us learn about marketing and what young people (Generation Z) think about different brands. We will see how things like products with brand names, famous people, remembering brands, and feeling a connection to a brand can change what young people decide to buy. Each article gives us special information to help us know more about what young people like and how they act.

2.3.1 What kind of impact does brand merchandise have on brand recognition?

Brand merchandise has a significant influence on consumers' ability to recognize brands. It is emphasized that consumers' perceptions of brands are greatly influenced by branded items. Brand reputation and brand personality are the two main factors that drive this influence. Products with personality features can be incorporated into brand stuff, which is an efficient way to convey a company's personality. Utilizing or purcha-

sing such products shows that consumers identify with the qualities and ideals of the brand. The customer-brand relationship is strengthened by this approach, which presents the two as allies. In conclusion, because branded goods can convey essential brand components and encourage consumer identification with the brand, they play a vital role in developing and strengthening brand recognition (C. Ortiz, Article, 3 December 2023).



2.3.2 How do Influencers and Celebrities influence buying behavior in Gen Z?

Influencers and celebrities significantly influence Gen Z's buying behavior. This generation, being digital natives, forms emotional attachments to influencers or celebrities, which impacts their purchasing decisions. Influencers and celebrities create trust and influence through personal expression, building emotional connections with their audience. They affect consumer attitudes, purchase intentions, and brand loyalty. Brands

working with influencers or celebrities can enhance their credibility and attractiveness, making them more persuasive. However, the effectiveness of influencers also depends on the quality of information they provide, as Gen Z relies on influencers for valuable and accurate evidence informing their decision-making (V. Lechner, Article, 3 December 2023).

2.3.3 What influences top of mind awareness and how is this related to brand preference among Gen Z?

The article discusses the factors influencing top-of-mind awareness (TOMA) and its relation to brand preference among Generation Z. It emphasizes the importance of discoverability, a positive brand image, exceptional customer experience, consistent branding, and omnichannel presence in shaping TOMA. These factors are crucial for brands targeting Gen Z, who value unique, transparent brands with their own personality. Gen Z

also appreciates representation in brands, favoring the use of influencers and user-generated content. The effective use of various digital channels is essential, as Gen Z, being a digital native, interacts with brands across multiple platforms. This approach enhances TOMA and influences brand preference among Gen Z (Z. van der Meer, Article, 3 December 2023).



2.3.4 How can brands build an emotional connection to improve brand loyalty especially Gen Z?

Through the incorporation of corporate social responsibility (CSR) into their branding and marketing strategies, brands can enhance brand loyalty by fostering an emotional connection with Gen Z. Gen Z is drawn to brands that reflect their ideals of social responsibility and honesty. A brand builds a solid and sincere connection with Generation Z when it talks about these principles

and acts in accordance with them. This entails being genuine and open, striking a balance between CSR initiatives and the goals and values of the business, and modifying tactics to satisfy the expectations of Generation Z. Companies will be in a better position to draw in Gen Z's attention and loyalty if they understand CSR and emotional branding (P. Perez, Article, 3 December 2023).

2.4 Field Research

As a part of our effort to understand our target audience better, we conducted both an online questionnaire and multiple focus groups on the concept as well as on the content for this campaign. The complete versions of these can be found in the appendix. To monitor our field research, we furthermore formulated four research questions that we answer in this chapter.

2.4.1 Research Design

In order to answer the research questions within this chapter an online questionnaire will be conducted, and further focus groups are going to be carried out. With the online questionnaire the goal is to reach a broad range of Gen Z, that is why, a Google Form will be created including different questions that will be divided into thematic sectors. The questionnaire is going to be posted on four different social media profiles on Instagram as well as sent to group chats on

WhatsApp. When it comes to the focus group, we will get more in-depth answers with a small group of Gen Zs between 3 and 6 people. It will be held on the 9th of December at 04.00 p.m. in a café in Tilburg, we decided that this is a great location and timing to carry out the focus group since it is a relaxed atmosphere where the participants can feel more comfortable, and therefore, we expect to get more sincere answers.

2.4.2 Research Questions

How does Gen Z perceive Lipton right now? What do they associate with Lipton Ice Tea?

To have a good understanding of how the target audience perceives Lipton and what they attribute to the brand, it is necessary to look into the online questionnaire where we dedicate a sector to researching this aspect. Our findings were that 32,4 % of the respondents rated their familiarity with the brand with the maximum punctuation. Thus, they associate green tea, beach, summer, cold, and refreshing with Lipton Ice Tea, but when it comes to feelings, they link the brand with feelings such as relaxation, happiness and comfort. Additionally, they were asked in which situations do they think that LIT suits, the answers showed that they associate the drink with moments like

going to the beach, pool time, time with friends, dinner parties, outdoor sports, study afternoon and snowy days (appendix 1.1).

Considering the answers of the respondents, it can be concluded that there is not a high number of people among Gen Z who feel familiar with LIT, but those who are, the familiarity is at the highest level possible. Nonetheless, they mainly associate the brand with positive feelings and an active lifestyle surrounded by friends and normally during the summer season.

What does Gen Z value and appreciate in a brand?

Within the Brand Perception sector of the survey, we know that when asking what they value in a brand, the most repeated aspects are price, brand reputation and product quality (appendix 1.1).

However, taking a look at the Research Article "What influences top of mind awareness and how is this related to brand preference among Gen Z?" the text reveals that Gen Z values uniqueness and transparent brands that have a defined personality and act coherent towards it.

Additionally, they like feeling represented by a brand that at the same time can match their values (appendix 1.1).

In conclusion, it can be said that Gen Z appreciates a brand that has a positive reputation, and therefore, that has a well-defined and unique personality in which they could feel represented. It is important for brands to act according to their values. They also like a company that has quality products for a fair price.

What factors do Gen Z consider before buying something?

The Brand Perception section of the online questionnaire shows that Gen Z considers several factors before buying something. Key considerations include the price and affordability of the product, with a focus on finding good deals and value for money. The quality and reputation of the brand are also important, as Gen Z prefers brands known for their high standards. Sustainability is a significant factor; they lean towards environmentally friendly products and brands. Personal values play a role, with Gen Z choosing brands that align with their beliefs and principles, such as inclusivity and transparency. Social media in-

fluence, particularly from celebrities and influencers, can sway their purchasing decisions. Unique and personalized products attract Gen Z, as they value individuality and customization. Emotional connection to a brand, whether through its story or marketing, can drive their choice. Gen Z also appreciates merchandise that represents their interests or supports causes they care about. Finally, product design and aesthetics are important, as well as social factors like peer opinions and community trends (appendix 1.1).

In which situations do Gen Z consider and buy merchandise?

The section within the online questionnaire dedicated to merchandise showed that with 64,7 % more than half of Gen Z have bought merchandise before. Looking at what factors are of importance to Gen Z to consider and furthermore buy merchandise, the reason most frequently mentioned was that they like the musician, tv-show or sports team and therefore want to support them and show that they are proud of it. Thereby, nearly half of the responders (47,1 %) bought merchandise from musicians, around one fifth (20,6 %) from sports teams and 11,8 % from movies and tv-shows. Others additionally stated that they buy merchandise as a souvenir and to

remember the places they went to. On the other side, the main reasons for not buying merchandise were that it is too expensive, they didn't identify with it or didn't like the design in general. To summarize it, nearly one third each (32,4 %) said they are more likely to buy merchandise if there is a special occasion, if it is on sale or there are any discounts and 17,6 % said in the case of a product launch. In interviews and focus groups Gen Z furthermore said that they prefer a discreet design unless it is a print that they find very beautiful. In conclusion, Gen Z don't buy merchandise just for fun mostly due to the price, and more in combination with good memories (appendix 1.1).

2.5 Conclusion

In conclusion, using all the information that we got within the Chapter 2, we came up with the following conclusions regarding the strengths, weaknesses, opportunities and threats of Lipton Ice Tea.

Strengths

Fun and Exciting Brand

Lipton Ice Tea is known for being fun and exciting. They use the Jester style to make their brand lively, which younger people, especially Gen Z, really like.

Cares about the Environment

They work with groups like the Rainforest Alliance and are working towards better packaging to be kinder to the planet.

Popular on Social Media

Lipton is active on social media platforms like TikTok and Instagram, which helps them stay relevant and in people's minds, especially among young people.

Opportunities

Growing Young Market

Gen Z is becoming more important as customers, and focusing on them could really help Lipton grow.

Using Social Media Smartly

By following the latest trends on social media and working with popular influencers, LIT could become more appealing to young people.

Eco-Friendly Drinks

More people want to buy things that are good for the environment, so this is a chance for Lipton to create drinks that meet this need.

Letting Customers Personalize

Allowing customers to design their own tea cans, like what AriZona does, could make Lipton drinks more special and attractive to young people.

Weaknesses

Seen as Pricey

Some people think Lipton's teas are more expensive than other similar brands, which might stop some people from buying them.

Not Enough Social Media Interaction

Even though Lipton is on social media, they don't always talk enough with their followers, which means they could do more to keep people interested.

Mixed Messages

Sometimes, Lipton doesn't use its usual symbols (like the yellow circle) in its messages, which can make their branding a bit confusing.

Struggling to Connect Deeply with Gen Z

LIT is trying hard to be a part of young people's (Gen Z's) culture and everyday life but hasn't quite succeeded yet.

W

T

Threats

Big Competitors

Big names like Coca Cola and Pepsi are tough competitors, and they are also popular with Gen Z.

Changing Tastes

Young people's likes and dislikes can change quickly, so Lipton needs to keep up to stay relevant.

Money Matters

How much people are willing to spend can change, especially if the economy is not doing well, which could affect how often they buy Lipton more expensive drinks.

Stricter Environmental Rules

New rules about protecting the environment could make it more expensive or difficult for Lipton to make their drinks.

A close-up photograph of two glasses filled with a golden-brown iced beverage, likely iced tea. The glasses are covered in condensation droplets. Each glass contains several large ice cubes and a sprig of fresh green mint leaves. The background is a soft-focus view of a body of water under a blue sky with white clouds.

03

TARGET GROUP

Following the research already conducted in the previous chapters, especially within the trend analysis and field research, this chapter includes an empathy map and persona based on the information gained within these stages. These two should furthermore answer who Gen Z really is.

3.1 Empathy Map

1. Who?

The target audience of the “summer shake up” campaign by Lipton Ice Tea are called the “sunrisers” and can be found within Generation Z. As stated in the articles in chapter 2.3, people in this generation are born between the year 1995 and 2010 and are therefore between the age of 14 and 29. Due to their young age they are either students, trainees or have already gained a few years of work experience and are therefore people with a lower amount of money to spend on, for example, merchandise. Due to this, some people within this target audience still live with their parents at home but some also live with friends or on their own. The personality of the sunrisers can be described as optimistic and light-hearted with a playful carefree approach to life, as Lipton presented in their “Lipton Ice Tea – Swag” brief. They furthermore like to be unique, “belong to smaller groups of likeminded individuals”, are interested in fashion and lifestyle and mainly use it to express themselves (Birkinshaw, 2023). Additionally, Gen Z values authenticity, quality, inclusion and creativity in brands as well as brands that represent their values. “Summer shake up” furthermore targets Gen Z that live in France, Belgium, the Netherlands, Portugal, the UK or Germany and like summer and spend a lot of time on social media. Based on the online questionnaire, they wish for happiness, financial stability and health in their future.

2. What do they need to DO?

Due to their usually lower income or non-existent income people within this target audience need to plan their budget accordingly and look for cheaper prices on products. Furthermore, a lot of Gen Z who are students, work smaller jobs during the year or begin of summer to be able to afford summer plans. Another “job” Gen Z wants and needs to get done is studying for exams especially right before their summer break, so they finally get to rest and have some carefree fun again. They have successfully finished their

exams when they pass them and get good grades. During these stressful days Gen Z still needs to catch up with friends and make plans for when they are able to meet up again. In this phase of their life, many people within Gen Z furthermore need to make a few important decisions regarding their future, for example what career path they want to follow.

3. What do they SEE?

If it is at home, school, university or work or simply on their way there, Gen Z is constantly confronted with lots of different forms of media and visuals. This can easily lead to overstimulation these days, especially considering all the different social media platforms. On social media Gen Z gets confronted with postings they can read or videos they can watch, through which they always stay up to date and can easily discover new trends. To sum it up, Gen Z mostly sees others, mainly celebrities and influencers, post their perfect life on social media. However, based on the online questionnaire they mostly look for the latest news, sports and celebrities on social media. In their immediate environment it is additionally possible for Gen Z to notice others wearing the latest popular fashion brands and value their appearance in general. Within social media and in general, Gen Z furthermore constantly gets confronted with advertisements, even if they just step into any kind of public transportation. Gen Z can see beverage brands, such as Lipton, next to their presence on social media platforms, at supermarkets, restaurants, events and maybe at their friend’s home. They furthermore are able to see brands offer new special tastes, such as blueberry lavender by fuzetea. Gen Z also like to watch video on demand in their free time.

4. What do they SAY?

In terms of speaking their mind, Gen Z often have no reservations. Especially if it concerns topics of big importance that will have an impact on their future, such as for example climate change. Whilst talking to their friends they sometimes use slang words. In the online questionnaire they furthermore told us that they mostly like to talk

about sports, art and their personal life with their friends. Especially during the summer, they also talk about their past or upcoming vacations. It is additionally possible that they talk about new ice tea flavors they tried with friends. Together with friends, Gen Z furthermore likes to complain about different things happening in their life right now, like their summer jobs or also mundane things such as bad weather.

5. What do they DO?

Due to Gen Z's diverse characteristics they like to do a lot of different things. Although they like to relax, while for example reading a book, and have a good work life balance, they are still very active and work hard toward their goals. They do different kinds of sports, like hanging out with friends, travel and spend time outdoors doing physical activities. Particularly during the summer, Gen Z told us via the online questionnaire that they like to drink cocktails, spend time at the beach, pool or in the city center, enjoy ice cream and often work during the summer. Thinking of summer, the sun, the beach, relaxing and warm weather comes to their mind. Talking about their buying behavior, Gen Z mostly goes for one of the cheaper options if possible and with soft drinks mostly buy cola or ice tea. Regarding ice tea, Gen Z mostly either buys Lipton Ice Tea or fuzetea with the reason of them tasting better than others. Also worth mentioning is that Gen Z posts a lot of their daily life on social media and goes to social media for inspiration and information.

6. What do they HEAR?

Considering what the target audience of the "summer shake up" campaign hears, they mostly hear either their friends and family or influencers and strangers on social media talk about something. On social media Gen Z can hear both positive and very critical opinions on every topic. They can hear them talk about, for example, different new artists or brands and the newest trends. Within their friends' groups they mostly hear them talk about the newest gossip, school or work and money concerns and their overall living

situation. They additionally are hearing everyone talking about their future regarding studying, traveling and so on.

7. What do they THINK and FEEL?

Regarding Gen Z's pains and gains, they fear for their future in this world with things going on such as inequality, unsafety and environmental and economic worries. Everything is rapidly getting more expensive, and Gen Z therefore worries about their living situation in the future. Additionally, they are expressing their worries, about their finances and political issues. Furthermore, due to their younger age, they often worry about their future in terms of studying and working and what they want to do for a living. Some are unhappy with the current dating culture as well. Considering Lipton within these worries, it is worth mentioning that Lipton can be more expensive compared to other ice tea brands. However, Gen Z feels very uncertain about their future in general.

Yet Gen Z can still be hopeful when looking into the future. A lot of people within Gen Z are very motivated and look forward to building their own life and becoming successful within these conditions. But they still wish for a better and more sustainable and fairer world. Looking at a brand they need them to look after good quality and sustainability. They need products with a good price and value a good brand reputation. Gen Z's dreams can vary strongly; however, they all just wish for the best while still being realistic.



3.2 Persona

To have a clear idea of who we aim to reach with the campaign, we designed a persona that can help us understanding the target group and in which social media platforms are they present, and how they take advantage of them.

Jaimy (21)

Jaimy, a 21-year-old Ecology science student in Eindhoven, is passionate about sustainable living and wellness. He enjoys green and herbal teas and prefers eco-friendly brands. Jaimy, who likes to travel, is mindful of his spending due to economic worries. He loves reading in Amsterdam's Vondelpark and engages in outdoor sports. Tea is a significant part of his healthy diet. Despite budget constraints, he values quality in his lifestyle choices.

Social Media Use

Jaimy is constantly connected to social media, he has a profile in different platforms such as Instagram, TikTok, Twitter and Snapchat. However, he is mainly present on Instagram and Snapchat, he prefers this kind of app, where he can gossip about his friends' life and share his own photos and videos in a quick and informal way. Despite the fact that his main reason for following someone is to know about their life, he also follows people who inspire him and share content of his interest like healthy and sustainable lifestyles. Additionally, social media is a way to be up to date for him since he has a hectic life, reading the news on social media is easier and simpler for Jaimy. Jaimy posts pictures of the special events that wants to share with his followers, also about eco-friendly recommendations.

Relationship with Lipton

Jaimy, is familiar with Lipton's classic range, has recently started exploring their green and herbal teas, since he recently knew about their sustainable practices and that is something that he really appreciates of a brand.

Gains

He looks for environmentally friendly products and enjoys learning about different teas, sharing findings with friends. He's likely to choose brands that are good and act for the future since it's something that he is worried about.

Pains

Choosing from many tea options can be overwhelming. He desires more guidance on health benefits and brewing methods. He feels Lipton could improve their social media with more informative content. Jaimy's tight budget also influences his purchasing decisions.





A high-speed photograph of a glass filled with a golden-brown liquid, possibly whiskey, with a large white number '04' overlaid in the center. The liquid is splashing out of the glass, creating a dynamic and energetic scene. The background is a light, neutral color, emphasizing the liquid's movement and the number.

04

THE CAMPAIGN

In this part of the project, the idea of the campaign is going to be explained; including the concept, the objectives, what behavior needs to be changed during the campaign, the strategy it's going to be followed to achieve its goals and which channels are going to be used for it.

4.1 The Concept - The Summer Shake Up

The concept of this campaign is called Summer Shake Up. Our main goal with this campaign is to shake up people's summer and get them to experience new things and get out of their comfort zones. LIT promises them to shake up their summer. That they can get out of their comfort zones with LITs shake up summer challenges. Show them that even though it is out of their comfort zone it is still fun, and this is where the magic happens. Additionally, we want them to be part of a community where they can be themselves and find others with common interests. They find people who also do challenges, so this motivates them to take part in them as well. Therefore, LIT challenges Gen Z to do something different and spice up their summer.

Do

We want them to take part in LITs challenges to change their summer and get out of their comfort zone.

Feel

We want them to feel safe but challenged. Furthermore, they should feel understood, as there are others that want to challenge themselves as well.

Know

That with LIT they can have an amazing summer and know that that is possible and visible through their merchandise.

Storytelling

In order to get a better understanding of how this campaign should be perceived by the target audience, a short story of the persona follows:

Jaimy is taking the train on a Monday morning on his way to the University to do an exam, as it is his last week of lessons before the summer holidays finally start. He is feeling stressed due to the workload that he has been dealing with the last weeks, when he couldn't find a moment to

distress from studying and working. On his way to the track, he sees a billboard that catches his attention talking about a "Summer Shake Up", it is in that moment that he realizes that the summer is about to start, and starts wondering what the Summer Shake Up means.

Later, on the same week, he is taking a rest of studying for his next exam scrolling through Instagram, when he sees a story of an influencer talking about how he is going to shake up the summer and get out of their comfort zone, for him, the opinion of that influencer is trustworthy and attractive. Jaimy thinks of how every summer he plans to do different activities, but he finally makes the same plans with his friends.

After the exam weeks, Jaimy and his friends are so excited to welcome the summer and start making plans for the holidays. When thinking of what they want to do, Jaimy tells them about the "Shake up your summer" filter to come up with new plans. A lot of people are joining the hashtag on social media, and they also want to be part of a community that challenges themselves and want to do something different from their daily routine.

However, they found out about the tote bags where they can set up the bucket list of their own challenges and decide to join "The Summer Shake Up" hey think it's a great way of keeping in mind what they want to do to make from this summer an adventurous, challenging and a fun one. The idea of doing it yourself is attractive for them since they like to distinguish themselves from the rest of the people and have their own goals. Despite this, the group of friends are willing to share their challenges with others taking part in "the summer shake" because, for them, it's a way of meeting new people that have a similar mindset and interests. Joining them encourages them to be more active and keep going with the challenge.

4.1.1 Research Design

This time, for the first concept testing we will conduct a private interview. We decided to do so because despite the good results obtained in the first focus group, we now need to inquire into their answers. The decision to conduct two private interviews will help us to dive into the concept and, additionally, not have any other participant feel influenced by anyone's opinion, and therefore, obtain better quality results. The second focus group will be held the Saturday 13th of December. We want a more private place than the last time, that's why we will have the focus group in one of the houses with some drinks to set up a secure space.

4.1.2 Concept Testing

Research Questions

- What comes to your mind when thinking of "Summer Shake Up"?
- What do you think of it when also thinking of Lipton?
- What challenges would you like to do during summer? (if fear didn't play a part)
- Are there things unclear?
- What colors do you associate with Summer Shake Up?
- Would you participate in this?
- Do you feel that joining a community would motivate you to change your summer?
- What makes you go to an event?
- What do you think LIT should do to make this attractive?
- Do you feel like the community should be exclusive or should everyone be able to join moving?
- What would you be most likely to buy (bag, caps, shirt, hoodies, blankets, bottles)?

Method

For the first round of the concept testing, we decided that carrying out an interview would help us find the information we needed to modify or improve the concept.

Results

Within the answers of the concept testing, we obtain positive feedback regarding the "Summer Shake Up" since they connect the desired adjectives to it, words like summer and friendship are key for us. Additionally, they think that this concept suits LIT perfectly. When it comes to the challenges, they are willing to do similar ones as the proposed ones by the brand, but they accept that there is motivation needed for it, and they will be more willing to join the challenge if other people with similar interests do so. Apart from this, the interviewees made some suggestions regarding the events, they admit that artists of interest will make them go to the event, as well as a fun environment and different entertainment activities.

Conclusion

Considering the responses obtained in the interviews, we will maintain the concept since the opinions we got from it were the expected ones. However, we will make sure to highlight and communicate two key aspects, which were mentioned by the respondents, to the target audience. For instance, we will ensure that the target audience think of "the LIT community" as a cool group of people to join and that the events will be the start of an unforgettable summer for them.

Final Concept

The concept itself won't be changed because we got a positive response towards it, however, we now have a clear idea of some aspects that need to be communicated to the target audience for them to join the Summer Shake Up.



4.2 The Strategy

Once the concept for the campaign is defined, we draw up a strategy to achieve the goals of the campaign.

Core Strategy

Value Proposition: From Lipton Ice Tea Gen Zs are challenged to step out of their comfort zone. LIT offers them:

- A community where they can feel comfortable and show their personality.
- Try new things.
- Find happiness in their daily routine.

Executional Strategy

Ambassador Strategy:

- Lipton will use influencers from each country as brand ambassadors.
- These ambassadors will drive engagement, acting as the face and voice of LIT, encouraging the community to participate actively in the challenge.
- This strategy allows us to measure the results through KPIs.

Brand Activation Strategy:

- Lipton plans to participate in different events where they can create immersive experiences for the target to engage them in the Summer Shake Up.
- Unique individual brand experiences will be crafted to generate online content.
- The impact of these events will be assessed by tracking social media metrics and other relevant data points.

Word of Mouth Strategy:

- The plan involves designing elements that naturally get people talking about LIT by making them live a good and unforgettable experience.
- Lipton aims to provoke positive emotions within the target group.
- They plan to motivate people to share their own experiences and stories related to LIT. This approach uses real-life stories and content made by customers to make the campaign more relatable and genuine.



4.3 Campaign Journey

To have a cohesive story and content that fits together and flows correctly a detailed campaign journey is necessary. When starting this journey, the target audience is busy with school or work. They are working to the start of summer vacation and are likely to be a little bit burned out. They look forward to the summer and want to already enjoy it.

Phase 1: Prepare for Summer Shake Up

Goal

In this awareness phase of the campaign journey, the goal is to start triggering people to start looking forward to their summer vacation and informing them that LIT is going to be part of that.

Duration

This phase will last two weeks.

Objectives

- Feel: Excited for the upcoming merchandise
- Do: Have tickets for an event where Lipton is present
- Know: About the merchandise and what LIT is going to bring to their summer

Story

Jaimy is feeling burned out because of all the stress that he has been having lately during the end of the exam period, at the same time, he also feels excited for the upcoming summer and starts thinking of it as a release of the difficult time he is going through.

He has noticed that something is going on with Lipton Ice Tea since he has come across with different posters that caught his attention since one of his favorite influencers is involved in "The Summer Shake Up", he is wondering what will Lipton do in their space at the festival he has tickets for.

Mot's

In this first phase, there are two moments in which we play a crucial role to impact on the target audience.

The first one is the moment in which the Gen Zs are feeling stressed out due to the final deadlines at their studies or work. That's why, making them aware in this moment, when they need motivation, we will give them one more reason to look forward to the summer with "The Summer Shake Up".

The second Moment Of Truth, consisting of this excitement they got from the end of the studying period, when they start planning what they will do during the summer, Lipton Ice Tea needs to have a space in their minds to be included as a part of their summer since they are aware of what "The Summer Shake Up" can bring to them.

Phase 2: Shake off your Stress

Goal

Within this phase the objective is to start introducing "The Summer Shake Up" to them on social media using influencers that can get their attention to get to know the dynamics of the campaign and set up the mood for a challenging summer.

Duration

This phase lasts four weeks and will go live at the same time as phase 3.

Objectives

- Feel: appealed to what LIT represents for the summer
- Do: go to events in which LIT is going to be present
- Know: that Lipton Ice Tea is going to help them to get out of their comfort zone this summer

Story

Jaimy and his group of friends had tickets for a festival in Amsterdam where LIT has a stand, as they had already seen some influencers using the bucket list tote bag and the challenge filter, they were encouraged to make their list of challenges they wanted to complete during the summer. They are looking forward to going to the festival and knowing more about the challenges that Lipton is presenting.

At the festival, the friend's group finally gets in contact with the campaign. going to the Lipton stand where they get the bucket list bag and make their list of challenges they want to complete during the summer.

Mot's

During this period, it is when they get in contact for the first time with the brand and the campaign. It is an important moment when it comes to forming an opinion on whether they want to participate or not in the challenge.

Event

Within this phase LIT will be furthermore make use of well-established events. LIT will have a space in one of the main festivals in each country (Belgium, France, Portugal, The Netherlands and the UK). There, LIT will showcase their merchandise and how every item takes part in The Summer Shake Up. At the booth people will be encouraged to complete a challenge in order to get a temporary tattoo that shows that they completed it.

Merchandise

In this phase the merchandise will furthermore

be sold, which includes:

- Tote bags (write your own bucket list and shake your summer) Graphic tees + hoodies
- Picnick blanket
- Caps
- Reusable Water bottles
- Temporary tattoos
- Different pins and patches for the completed challenges can be added to the other merchandise pieces.

Phase 3: Your Summer Shake Up

Goal

The goal for this phase is to make Gen Zs think of the campaign as something desirable, cool and unique.

Duration

This phase lasts four weeks. During this also phase 2 goes live.

Objectives

- Feel: Part of the community
- Do: Share their LIT summer
- Know: About the social media campaign and how to take part

Story

Now, Jaimy's group of friends have already experienced The Summer Shake Up for themselves. It becomes noticeable that the movement has spread through social media since a lot of people have shared their experiences in the summer festivals, as they usually do, but this time they also talked about the LIT summer campaign since they took part in it during the festival.

Jaimy and his friends posted some pictures of the festival they attended and added one of their arms full of tattoos of challenges that they completed within the festival to show off how adventurous they are.

Mot's

When it comes to this moment in the campaign, the target group needs to see how other people joined the challenge and how good was their experience, it is like we can get people to have a positive view of it, and therefore, be willing to take part of The Summer Shake Up.

That's why we build up a Lipton challenge filter on TikTok and Snapchat, which among many challenges, choose one for you randomly. Here are some examples:

- Watch sunrise/ sunset
- Run through sprinklers
- Have a picnic
- Go (roller)skating
- Make popsicle/ice cream with Lipton
- Have a dance party (right now) at home
- Send a postcard
- Pic flowers and create your own bouquet
- Plant seeds for bees
- Have a photoshoot with your friends
- Sleep outside/under the stars
- Make a game night with friends
- Take a walk in the sun
- Watch a movie outdoors
- Make a sleep over/movie night
- Movie marathon
- Play beach volleyball/badminton/tennis/...
- Jump in a pool fully clothed
- Learn something in a different language
- Talk to strangers

Phase 4: The Last Shake Up

Goal

In the last phase of the campaign, what wants to be achieved is that Gen Zs, at the end of the summer, remembered that LIT was part of it and thanks to that, it was an unforgettable one. In addition, after the Summer Shake Up, it is expected for Gen Zs to associate the brand with summer and all the positive emotions that it brought to them.

Duration

This phase lasts two weeks.

Objectives

- Feel: connected to the community around LIT + is part of your summer and excited for next LIT summer
- Do: remember the amazing summer with LIT
- Know: more about LIT (values, personality, ...)

Story

With the end of the summer arriving, and therefore going back to the routine, Jaimy and his friends are feeling a little bit down. However, LIT is organizing a last shake up that makes the end of the summer more exciting than last time and that makes everyone more positive about the fact of going back to the routine.

Mot's

In the last phase of The Summer Shake Up, it is important for the brand that the participant of the campaign realizes how this summer was a different one thanks to the campaign and that realizing all the challenges of their bucket list has actually been gratifying.



4.4 Behavior Change

Within this campaign some behaviors and attitudes of the target group are expected to be changed by using nudging techniques, that's why factors that can stop the target group from joining "The Summer Shake Up" have been analyzed.

On the one hand, the first message is going to be sent to the target group "start doing new things!" We find out some facts that are probably going to stop them from doing that. For instance, the sense of security they have in their daily routine, the lack of confidence and inspiration, being introverted or the anxiety that doing new things can provoke in them.

On the other hand, when it comes to the second message of the campaign "share your new experiences", the aspects that could be stopping Gen Z from taking part in the Summer Shake Up are related to the fear of oversharing, the feeling of having nothing interesting to say, the privacy or not using social media really often.

After detecting the barriers, which can be classified as inertia, skepticism, or reactance, we will use some nudging techniques in order to tackle them and make the idea of joining the LIT challenge more appealing.

Skepticism is the most repeated one among the behaviors, that's why preventing them will be done by using the "endowment effect", making

them feel part of a community that shares similar interests, goals, and mindsets will make them value being part of a group that wants to shake up their summer. In addition, they need to be approached as equal, with a friendly tone of voice that shows equality between the brand and them, that's why important influencers that are related to the target group are going to be used in the campaign.

The second most common one is inertia, which is linked to the thing that they do just because it's part of their comfort zone and brings a security feeling to the target group. To avoid this, the campaign will share the desired behavior associating it with summer, which already has positive emotions and feelings attached for the target group. By doing this, they will get a positive perception of the expected behavior from them. Also, "the promise land" technique is going to encourage Gen Z to take part in the challenge since the campaign promises them to achieve something that they desire: a fun, adventurous and challenging summer.

Lastly, the least repeated one is reactance, that is expected to be modified by offering them different choices when it comes to joining the campaign. Giving the power to the public to choose when and how they want to take part in it, since they can join the Summer Shake Up no matter in which moment.





4.5 Mood Board + Style Tile

In order to transfer the “Summer Shake Up” and connected emotions such as happiness, change and excitement, not only in the challenges and events but also the visual representation and the merchandise, this campaign uses seven different colors, a specific typeface and simple illus-

trations. To get a general idea of which vibe and feelings we wanted the designs to represent, we first created a mood board on Pinterest. An insight into this mood board can be found on the next two pages:





Style Tile

Colors

Based on the research conducted within this project we chose six different colors to use throughout the whole Lipton campaign and therefore include it in the design of social media postings, billboards, and posters as well as merchandise. Regarding our color palette, we chose four warm and three cool colors. To communicate the warmth, happiness, and excitement you usually associate with summer, we chose red (#ac1f23), yellow (#f8e250), orange (#fab436) and a pink (#ee7bae) which leans more in the pastel direction. These four colors can furthermore be found in a sunrise as well as sunset. Therefore, they can be associated with the sun and additionally with the yellow circle currently present in Lipton's appearance. Taking a look at possible associations to these colors, red can for example represent passion, orange is energetic and often associated with change, movement and creativity, which fits our message of getting out of your comfort zone. Additionally, yellow is energizing and associated with happiness and sunshine. The yellow

and red we chose to implement in our designs are furthermore the exact colors Lipton is using in their branding so far.

Cool colors, on the other hand, are colors of night, water, and nature and are often associated with relaxation. The three cool colors that are used in this campaign are a darker shade of blue (#007f9b), light blue (#75ccf2) Lipton is using right now, and a lighter version of purple (#a38dc2). Blue in general can represent calmness, responsibility, and elegance. Looking at light blue, it can be perceived as refreshing, which is fitting due to us wanting to refresh Gen Zs summer with the challenges and events during the summer. Dark blue can additionally be seen as strong and reliable, which are values we want Lipton Ice Tea to be associated with. However, the lighter purple (lavender), which is more romantic, should transfer the message of romanticizing your summer (Lisandro, 2023).



Font and Forms

To symbolize going out of your way or rather getting out of your comfort zone while still having fun, we chose a rather decorative typeface with some swirls wing with Yink. This allows the “Summer Shake Up” campaign to show their fun, happy and young personality and makes it easier to remember with its uniqueness. It furthermore represents the tone of the messages of “Summer Shake Up”, which are for example to “get out of your comfort zone” and that “new things and uncertainty can be fun”.

Additionally, to the rather energizing colors and the decorative font, the designs include recurring elements such as a circle, mostly in yellow and orange, to represent the sun and therefore summer as well as Lipton’s current yellow circle. And other simple doodles/drawings such as flowers, dots, or stars as seen on the bottle or pins for the tote bag. These illustrations have the purpose of giving this campaign a recognition value as well as communicating the carefree and exciting summer (Typography, 2021).



4.6 Channel Choice

In order to first make Generation Z aware of the “Summer Shake Up” by Lipton Ice Tea and then keep them invested, curious and motivated, this campaign uses different social media platforms in every phase and occasionally out of home media.

Social Media (Instagram + TikTok)

Primarily, this campaign is going to use social media, especially the platforms Instagram and TikTok. The goal of using these platforms is to make Gen Z aware of the whole campaign, speaking of events, challenges and furthermore raise their anticipation for the upcoming merchandise. As stated in the article “How do Influencers/Celebrities influence buying behavior in Gen Z?”, due to Gen Z being digital natives, they often form emotional attachments to influencers and celebrities, which can furthermore have an impact on their purchase behavior. Therefore, this

campaign uses influencers to take over different social media accounts to show for example the merchandise and how the challenges work, as well as challenge other people over their own accounts to do the challenges. The two social media platforms this campaign is going to utilize are Instagram and TikTok due to their high usage under Gen Z, as stated in chapter 2.2.2 Trend Analysis. These platforms have additionally been chosen as Gen Z especially engage with short-term video content popular within TikTok and Instagram Reels, as furthermore noted in chapter 2.2.



Billboards + Posters

To complement the social media postings, additional billboards and posters are going to be present at meeting spots of Gen Z, such as public transport stations, shopping malls or universities. The overall purpose of these visuals is to gain awareness within Gen Z. First, posters at public places should make them curious about what is going to happen and during phase three, billboards and posters are going to remind Gen Z of the ongoing challenges and encourage them to participate as well. The “Media of Choice” stu-

dies by “JCDecaux OneWorld” (2023) for example showed that 84 % of Gen Z pay attention to Out of Home (OOH) products such as billboards and posters and perceive OOH as “pleasant, relaxed, unobtrusive and/or informative” (6 starke Gründe, warum OOH genau das richtige Medium ist, um die Gen Z zu erreichen | WallDecaux, 2023). Furthermore, 91 % of Gen Z can remember what they saw in outdoor advertising and 89 % remember the brand behind the advertisement.



A close-up photograph of a tall glass filled with a golden-brown iced beverage. The drink is garnished with a slice of lemon, a sprig of fresh mint, and two vanilla beans. The glass sits on a wooden surface, and a whole lemon and another sprig of mint are visible in the background. A large white number '05' is overlaid in the center of the image.

05

THE EXECUTION

The concept has been tested and finalized, and important decisions have been made regarding the tone of the content and merchandise that will be created. Now, it's time to create different designs that will bring this campaign to life. This chapter showcases the first design that was tested and modified, the second design that was tested again, and the final design that is recommended for use in this campaign. By displaying the different rounds of design testing, we aim to illustrate the thought process behind it and why the final design looks the way it does.

5.1 The Four Phases

Phase 1: Prepare for Summer Shake Up

Poster

It is in this first phase, when people need to be curious and start wondering what the Summer Shake Up is about. Therefore, we will place different posters in strategic places where the target audience spend part of their daily life, such as transport public or crowded places in the different city centers. It is in their daily routine when we want to catch their attention with posters that can give them a hint, but not the complete picture, of what LIT is going to do for their summer campaign. To accomplish this, the posters will show statements and images that call to action able to grow a curious feeling inside of them. Additionally, influential people to the target group will appear on those posters breaking their routine, that can help the campaign to gain some authority towards the target audience.

Social Media

Regarding social media, the posters mentioned before will be adapted in a version that can suit better a social media format. In this case, brand authority is going to be gained by showing in which festivals Lipton Ice Tea is going to be present.

Phase 2: Shake off your Stress

Social Media

The content for the second phase of the campaign is going to be focused on social media. There, we plan to start showing people at the festivals taking part in the campaign and completing their own challenges on Instagram. In addition, we will have influencers of every country using the filter of The Summer Shake Up on TikTok and Snapchat to set up the mood for the summer with LIT and start showing what can bring to them joining

the challenge. Also, it is in this phase when we will announce through social media that the participants of the Summer Shake Up have the possibility of winning something.

Billboard + Poster

Within the posters and billboards, we want to encourage the audience to join The Summer Shake Up after it being presented to them in the first phase. It is our objective too to show the purpose of the campaign to the people that haven't been to any of the festivals.

The billboards and posters will show images of daily situations that includes something unexpected that showcase how joining the LIT challenge can turn upside down your routine and make it more fun. For instance, an image of someone using a beach umbrella to cover from the rain.

Platform

To bring all the content and merchandise together, we need a platform. This will be an accessible app that can be reached through the QR code on the tote bag or via Instagram posts and posters. Customers can start their own summer bucket list on the platform and upload proof that they have completed a challenge. By completing these challenges, they can earn credits, which give them discounts on merchandise. Additionally, a few winners will be selected to win limited edition merchandise created by the influencers participating in the campaign.

Our aim is to make participation worth the effort for the target audience and provide them with something in return. We chose to use an app to make it even easier to use, and we also came up with the idea of linking it to Instagram and TikTok so that videos can be uploaded easily.

Merchandise

For our Lipton campaign, we have designed a line of merchandising articles that contributes to

shaking up the summer of the target audience and will be sold in this second phase. Within the merchandising we can find different items that can be combined and are perfect for a challenging and fun summer.

Bottle: The center piece of the merchandise is the reusable glass bottle. Within the bottle are metal ice cube that make a clanking sound when you “shake up your summer”. On the bottle you can see small illustrations in the colors of the campaign in order to make the glass bottle more attractive and fun to look at. On the bottom is additionally the “Summer Shake Up” logo printed.



Tote Bag: As the tote bag should represent the Summer Shake Up by Lipton Ice Tea it has an unfinished bucket list printed on the front. Unfinished means that only the first two checkmarks are filled with an idea of what to do during the summer to shake it up a little. The space after the other six boxes is still empty for everyone who buys it to fill it with their own bucket list items. Around the original “shake up your summer” bucket list, the same doodles as on the glass bottle are printed, in order to connect those merchandise products better. On the back of the tote back are the doodles in the same pattern and in the middle is the logo of the “Summer Shake Up” campaign present. In the left corner at the bottom is additionally a qr-code that can be easily scanned with your phone and brings you to the “Summer Shake Up” website that gives an overview of the whole campaign.



Caps: Furthermore, we designed two caps with a simple white stitching in the front and the logo of “Summer Shake Up” as a stitching in the back. On the blue cap a wave can be seen and on the red one a sun. These simple symbols should connect these caps especially to the summer theme within the “Summer Shake Up” campaign. The caps themselves are always in one of the seven colors within the color scheme of this campaign.



Picnic Blanket: The picnic blanket for the “Summer Shake Up” campaign includes a distinctive logo and a QR code. This design aims to showcase how the Summer Shake Up brings people together, that’s why the picnic blanket itself is not only thought to be part of your plans with your friends, but also help you coming together by easing the task of finding each other in a crowded space, like a music festival.



T-shirts and Hoodies: These clothing items showcase the “Summer Shake Up” logo on the back and a smaller version on the front, establishing strong brand visibility. Additionally, the official Lipton logo has been strategically placed on the sleeve, reinforcing brand identity. The objective of buying those items is demonstrate that you are part of the LIT community.



Phase 3: Your Summer Shake Up

Social Media

When it comes to social media, the chain of influencers using the LIT filter will continue, and hopefully more people of the audience are going to start using it to share their challenges and their experiences thanks to The Summer Shake Up. Ideally, Gen Zs will be willing to show off the challenges they have completed on social media, by doing this, they can encourage others to do the same and associate the LIT Summer Shake Up as a fun, adventurous and unique summer.

Phase 4: The Last Shake Up

User Generated Content + Winner Announcement

Finally, for the last phase we will use user generated content to recap with the participants of The Summer Shake Up how good was their summer with Lipton so they can go back to their daily routine with a more optimistic approach and feeling more connected to Lipton Ice Tea, as well as announce the winner of the competition.

5.2 Design Testing

In order to get a feeling for the likes and dislikes in our current designs, design testings with three different groups of people that belongs to the Generation Z have been done.

Conclusion + Changes

During the design testing phase, we received some feedback on the merchandise created for our campaign.

Some participants shared their past experiences

about the fragility of glass bottles, that's why they would not buy a similar product.

Another point that was made by the participants was that they only could see themselves wearing hoodies during winter, but the design was not suitable for cold weather due to the lively col-

lors associated to summer.

In terms of the doodles, respondents said that they should be the same in every design and represent the challenges clearly, so everything contributes to a coherent and cohesive design for the concept.

Furthermore, they highlighted a noticeable color difference between the tones chosen for the caps and the rest of the product line.

When participants were asked about their preferred logo, the square design with bigger lettering was the top choice.

Considering the results of the testing we will

make some changes according to the respondents' suggestions in order to improve and make them more appealing for Gen Zs.

We will change the material of the bottles to a recycled plastic one so they are still transparent, and we can avoid them breaking that easily.

Additionally, the doodles will be redesigned so they can suit the rest of the merchandising and represent visually the completed challenges. The caps will also be changed in order to make them fit better to the style of the rest of the merchandising products. Finally, we will use the preferred logo in every design.

5.3 Final Designs

With the changes made mentioned in the previous paragraph we created the following designs:

Bottle



Tote Bag



Poster



Instagram Reel



Billboard



Instagram Winner Announcement Post





Movie Mistake



WHAT ARE YOUR
CHALLENGES FOR THE

Summer Shake Up?

DOWNLOAD THE APP TO
JOIN!

A close-up, slightly blurred photograph of a glass filled with a golden-brown liquid, likely iced tea. A slice of yellow lemon is perched on the rim of the glass, and a fresh sprig of green mint leaves is tucked behind it. The background is softly out of focus, showing more of the same drink and garnishes.

06

BUDGET

To determine whether this campaign is a worthwhile investment within budget, this chapter provides a cost and return on investment prediction.

6.1 Budget

First, we need to determine the cost and revenue expectations.

Costs

Promotional Products (per unit):

Name	Price (per unit in \$)	Units	Total (in \$)
Caps	15	2.000	30.000
Picnic blankets	25	2.000	50.000
Hoodies	35	1.000	35.000
Bottles	10	2.000	20.000
T-shirts	12	2.000	24.000
Total:		9.000	159.000

Sponsor music festival:

The prices for the sponsorship and participation in the music festivals are approximately since the fee depends on many factors like the dates, size, artists... of the festival.

Country	Price (per unit in &)	Units	Total (in \$)
Belgium	5.000	1	5.000
The Netherlands	5.000	1	5.000
Portugal	3.000	1	3.000
UK	7.000	1	7.000
France	5.000	1	5.000
Total:		5	25.000

Revenues

Sales of Promotional Products:

Name	Price (per unit in \$)	Sold units	Total (in \$)
Caps	30	1.500	45.000
Picnic blankets	45	1.500	67.500
Hoodies	60	500	30.000
Bottles	20	1.500	30.000
T-shirts	25	1.500	37.500
Total:		6.500	210.000

6.2 Return on Investment (ROI)

To determine if a campaign is worth the investment, a return on investment analysis is crucial. This paragraph explains our analysis.

Total costs are

Promotional products: \$159,000

Sponsor music festival: \$25,000 Total costs = \$159,000 + \$25,000 = \$184,000

Total revenue from sales are

Caps: \$45,000

Picnic blankets: \$67,500

Hoodies: \$30,000

Bottles: \$30,000

T-shirts: \$37,500 Total revenue = \$45,000 + \$67,500 + \$30,000 + \$30,000 + \$37,500 = \$210,000

ROI Calculation

Net profit is calculated as: Total revenue - Total costs = \$210,000 - \$184,000 = \$26,000

Finally, ROI is calculated as:

$$\text{ROI} = (\text{Net profit} / \text{Total costs}) * 100 = (\$26,000 / \$184,000) * 100 = 14.13\%$$

The 14.13% ROI for the Lipton campaign means that the project made more money than it spent.

EPilogue

Our project began with a simple question - how could Lipton Ice Tea (LIT) improve its connection with Generation Z and increase its Top of Mind Awareness (TOMA) among this crucial demographic? We started by conducting a comprehensive analysis of Lipton's operations, understanding their values, strategies, and the competitive landscape they operate within. Through our research, we discovered that Lipton is a brand committed to resonating with its consumers, especially the younger generation, who currently show less engagement with the brand.

We conducted surveys and focus groups to understand the preferences of Generation Z. Our research showed that this demographic appreciated authenticity and sustainability in brands, and that they were interested in Lipton Ice Tea. However, they also expressed a desire for more innovative and engaging marketing approaches, particularly on digital platforms which they frequently use.

We then delved into the heart of our study, conducting an in-depth analysis of Generation Z. We developed personas and empathy maps to deeply understand their preferences and behaviors, laying the groundwork for an effective campaign strategy. Our proposed campaign, spanning phases like "Shake off your stress," "The summer shake," and "The last shake up," aims to establish an emotional connection with this demographic, utilizing creative social media strategies and attractive merchandise.

As we conclude the research phase, we are excited to transition into the execution phase, armed with strategic insights and innovative ideas. Our next focus will be to bring these ideas to life, aiming to transform interactions with Generation Z into moments of high engagement and loyalty. We hope to push the boundaries of traditional marketing and forge a stronger bond between Lipton Ice Tea and the youth of today. This marks not just the end of one phase but the exciting beginning of a new chapter in Lipton's journey towards becoming a beloved brand among the younger generation.



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